

## ABSTRACT

A system and method for delivering a sales presentation. The method includes providing a structure for the sales presentation. The method then generates a plurality of sales messages that are organized according to the structure. A performance is then generated for each of the sales messages. Each of the performances are then stored in signal bearing media. A plurality of company representatives are permitted to access the signal bearing media. At least one of the representatives then communicates the sales presentation to a prospect. The system comprises a display, a signal bearing media, an input device, and a central processing unit. The display is configured to display a plurality of performances. The signal bearing media is configured to store the performances. The input device is configured to permit a company representative to interact with the plurality of performances. The central processing unit is communication with the signal bearing media and is configured to permit the company representative to access the performances stored on the signal bearing media.

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